

It's a state of mind

BUYING MIND TRIGGERS

MAKE THEM BUY USING THE POWER OF WORDS

BY RONNIE ROKK SMITH



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Psychological Triggers or is it... Mind Control?

The art of using Psychological Triggers to make money
online.

Chapter 1 - Introduction

“Money is evil.” “Money is not everything in this world.” “We have enough money for our needs; our needs are very simple.” “What will we do with so much money; can we take it to Heaven with us when we die?”

These are oft-repeated declarations, heard all over the world. Even you may have verbalized the same, at times. Nonetheless, be honest! Are these your true feelings?

Can you truthfully state that you do not feel a twinge of envy whenever you see someone living in a palatial bungalow, holidaying in wonderful places,

moving around in an expensive car, donning costly apparel, or spending at whim? Not an easy question to answer, isn't it?

It is only rich and successful individuals, who can arouse such jealousy in you. Do not attribute their wealthy lifestyles to luck alone. True, luck may have played a role, albeit a very small one. In actuality, they have got where they are via dint of hard work, a never-say-die attitude, and intelligent communicative skills. Surprisingly, they form a very small part of the global population.

If you have not been able to join this category until now, it is because you only dream and desire, but take no real action. It is an unfortunate set of circumstances in a modern-day scenario, wherein there are opportunities galore to improve your current income; yet, you remain blind to them.

You would do well to remember two important things. One, the world has become smaller, thanks to globalization.

You can reach out to anyone, anywhere in the world, without moving an inch from the chair you are sitting on, in the comfort of your living room. This is because of the second advantage that you have, which is the computer.

You can use the Internet to market self, as well as your products/services successfully.

All right, you are now convinced that Internet marketing can lead you to the riches that you have been craving for all your life. However, you are clueless about how or where to begin.

The secret lies in the intelligent use of ‘power words.’ This strategy has the capacity to bring about a magical transformation in the mind of the reader or the listener. The following tips should suffice to show you how Internet marketing is to be handled.

Chapter 2 - Appropriate Communication is Vital

To begin with, let us explore what Internet marketing really means. Before the advent of the computer, business establishments had no choice but to advertise their products or services via huge billboards, pamphlets, brochures, newspapers, magazines, radio and television.

Additionally, they indulged in door-to-door advertising and selling. Today, the scenario is different; it is the age of e-commerce. Individuals and companies have not discarded traditional methods of advertising and marketing; they have only added a few other methods.

They set up their individual blogs, forums, or business websites and invite customers to browse them by emailing them.

Apart from these, they create their own web pages on social networking sites and go in for affiliate marketing on popular blogs and forum platforms. Every advertisement is created with the aim of reaching the top rankings on search engines. This is what we term as Web Marketing.

Probably, you are a part of the virtual world already, struggling to make your voice heard amongst the millions already established there. In case, you are not, do grab some space for yourself, regardless of whether you are offering professional services or selling products.

Do this as quickly as possible. Only then, will you be able to give a thought to the serious issue of appropriate Internet marketing, and work out some strategies for success.

As mentioned earlier, your manner of verbal or written communication is extremely important; it will have a great impact on the people visiting your specific web pages.

After all, you do not want them to remain “visitors”; you would like to convert them into “customers.” This will happen only when they find something so interesting that they wish to pause and peruse it carefully.

Ordinary phrases, such as, “Click on the link and see what happens,” “Request for a consultation,” “Learn how to earn more,” and the like, will hardly have much effect on anybody.

Every website seems to say similar things; every web owner is asking for favors. It is the same with emails.

They will be deleted instantly, if they appear dull and lengthy. You would do the same, so you cannot complain.

Therefore, memorize some ‘power words,’ and use them appropriately and frequently.

Good communication is the key to successful Internet marketing.

YOU Are Important to Me

This must be one of the hardest things to convey in this world, for the majority of us are only interested in ourselves and what we want!

Yet, if you do manage to use this simple word to advantage and get your future customer to believe in self, you have won half the battle. It might help if you jog your memory a bit and go back to your school days.

Your subject preferences were determined by the teachers you liked. Why did you like them?

You liked them because they were encouraging, and considered you special. Their conversations never began with, “I think you can,” but, “YOU can.” This did make a difference in your life, didn’t it?

The same thing happened with your career and job preferences; employers, colleagues and co-workers either encouraged you, or made a mockery of your efforts.

In fact, right from birth, our likes and dislikes are outlined by our social and personal interactions. Every word spoken, heard, or read is impinged into the conscious and subconscious minds; hence, we tend to think in words.

Bearing this in mind, ensure that the first page of your website has trigger phrases like, 'You will benefit by' or 'you can achieve your goals', and so on.

The YOU should be prominent, not through font size, color, or calligraphy, but through the rest of the message.

It should help in establishing a personal connection between you and your would-be customer.

The language displayed on the cover page should arouse some kind of positive emotional reaction in the reader; this is positive manipulation of the mind.

The visitor must feel that this offer is of mutual benefit. Careless communication is bound to lead to negative manipulation, wherein the businessperson is only thinking of self, and not the customer's needs.

Positive vibes can induce the visitor to become an immediate subscriber or member of your website, or even provide an email address for receiving future notifications of events and updates.

Whatever is the case, you will be able to communicate more frequently and openly via electronic mails. Of course, the emails can be initiated only after people become subscribers to your website.

Do remember to carry over the same personal connection to your letters too.

At the same time, do not go overboard with the power word, “YOU,” on the cover page; you do not want the visitor to think you are desperate to get business.

Maintain a sensible balance between personal connection and relevant information.

This is proven advice; just take it. If you opt to harp on the greatness of self or company, you can rest assured that you will get nowhere.

Internet users will conclude that they do not need what you are offering. In fact, they will not even scan the contents of your web pages properly.

Therefore, ensure that your advertisements or titles of articles display a highly visible YOU. People cannot see you; they have no idea how you dress, carry yourself, speak, or behave.

They can only read what you have written. Do a great job of convincing them that you have exactly what they need or want.

If you firmly believe in yourself and your products/services, nothing is impossible.

It is quite possible that a visitor registers at your website, and forgets all about it. Sometimes, a person just signs up impulsively; there may even be regrets later.

It is your job to ensure that the “because” aspect of membership is never forgotten or discarded.

Keep reminding every subscriber why he/she needs to act “now.”

After all, the offer cannot remain open for an indefinite time. However, do not be too aggressive and pushy; ensure that your reminders are gentle.

To illustrate, would they not like to improve their career prospects via powerful resumes?

In modern times, no one waits for the other; jobs are grabbed as soon as they appear.

Your visitor may lose wonderful opportunities through too much of analysis and delay in action.

This kind of persuasive tactics may be used with job applicants looking for someone to create splendid cover letters and resumes.

You must be able to provide good reasons for engaging your services or buying your products.

Offer incentives, if you must, but keep everyone active.

Chapter 3 - Terms like Free, Immediate, Guarantee and Results Make Sense

Similar to YOU, the power word “free” captures attention.

You only have to view the number of signups on blogs, forums, training websites, and so on, to understand.

The word may seem insignificant, but it does make a person pause and think. What is the harm in receiving something of obvious value, free of charge?

It could be anything like a small e-book, a pamphlet containing handy tips, a short training course, a product, a consultation, and so on. It helps that you are offering “immediate” gratification.

Curiosity is aroused; they want to explore further. Please note that a satisfied customer always comes back for more.

Additionally, he/she will not hesitate to pass on the word about this great website that he/she has recently visited.

Your regular customers are your best word-of-mouth advertisers, driving a larger number of traffic to your online store/shop/company.

Then again, happy customers will not hesitate to purchase your products or services, if the free incentive has proved valuable for the fulfillment of their needs.

You have provided a small glimpse of what you can do for them; they thirst for more.

Nonetheless, you cannot take advantage and prompt them to go on a blind shopping spree; you must provide assurance that they will get the “results” they seek.

Work on the presentations for each service or product. You will have to work on your language skills, to make your customers feel that they are getting a real “bargain.”

Do not go overboard with the glorifications; remain rational and objective.

How will you do this?

Let us suppose, you run an online anger management service. An individual, prone to temper tantrums or easy loss of temper, is not going to believe that you can help him/her without sufficient proof.

How will you convince this kind of a customer that you are trustworthy and reliable? True, your profile will provide information about your qualifications, jobs held and achievements.

However, everything sounds good on paper; the real picture may be very different. Use some power words in a one-liner incentive.

Proclaim that you are ready to offer a free consultation lasting 20 minutes, which will show immediate results.

You may need an audio or an audio-video link for this purpose; alternatively, you may opt to conduct the session solely through chat.

This short session may include a small breathing exercise to control sudden surges of anger, words to induce tranquility, and the like.

Suffice to say, the client must be impressed by your professionalism and wisdom. If a small session can bring about such positive results, what can lengthier or regular sessions do for him/her?

Alternatively, even if the temporary client is dissatisfied, he/she has lost nothing; the session was free. Thus, you have provided a guarantee.

The word “guarantee” is extremely powerful, for it attaches a safety tag to the concept of Internet marketing.

It suggests that the customer has everything to gain and nothing to lose by taking you up on your offer. You are attempting to create a win-win situation all around.

However, if some people prefer to remain cautious and skeptical, it does not matter; no one is “under an obligation” to continue communicating with you. After a few weeks of your initial success, you may change your invitation to include the power word, “love.”

Now, it is your turn to be skeptical! You are wondering what a ‘feeling’ or ‘emotional’ term is doing in an online business.

Remember the paragraph on establishing a personal connection with every person, who visits your website?

Surprisingly, the usage of “love” does the same. You could rephrase your advertisement on the front page, by stating: “You will love this free counseling session lasting 20 to 30 minutes.

Immediate results are guaranteed!” There are five power words in this sentence.

They are love, free, immediate, results and guaranteed. For someone plagued by outbursts of temper, this may sound incredible.

Whether prompted by curiosity or skepticism, the visitor will respond to anything that seems amazing. In fact, “amazing” is another power word that can be associated with your first page contents.

Always place a few testimonials on your first page; they help to substantiate the amazing results that you promise to deliver via your products or services.

Chapter 4 - I Have Become a Subscriber; Now What?

Admittedly, you are happy for several reasons.

The list of subscribers to your website is growing, albeit gradually. As a result, the email addresses are piling up, enabling you to communicate with your clients more frequently.

All these changes have come about through wise utilization of power words and Internet marketing strategies.

These are good achievements, but you cannot afford to rest. There is still a lot to be done, especially with power words that can perform magical tricks on the human brain.

If you wish to comprehend how they influence the human mind, place yourself in the customer's shoes.

Think back to all the times that you have gone shopping, whether offline or online. What encouraged you to purchase specific products or request for particular services?

Apart from the power words mentioned above, you were lured by advertisements depicting terms like new, premium, 100% money back guarantee, proven, save, discover, more, huge, and so many more, weren't you? Then, why not try the same strategy on your existing subscribers and would-be customers too?

Let us take a power word like "new," for example. You are well aware that people are always looking for something novel; they tend to get bored with existing products quite rapidly.

This is why industries dealing with electronic goods, automobiles, appliances, textiles, and so on, are in such heavy competition with one another.

You have to witness the different kinds of mobiles flooding the global marketplace, to understand. Investigate niches that are similar to yours, and make a comparison chart listing out the specialties of each.

What is different about your product or service? How does it score over your competitors?

The descriptions of your products or services should highlight the novelty of each.

Obviously, they have a cutting edge over similar products or services in the virtual marketplace.

It does not matter if your services or products are big or small. They offer something new, something that people have never seen or heard of before.

Please note, new does not refer to a novel invention or discovery; it relates to something else.

You may offer a lengthier guarantee or warranty period, in comparison to your rivals.

Then again, you may arrange home delivery services 24 x 7, free of cost.

Your customer service and technical services are always on standby; a single phone call is sufficient. You may provide access to your website via multiple browsers; some websites work only in alignment with specific browsers.

These are just a few examples; you can figure out your own explanations for the concept of ‘new.’

Similarly, it is imperative that subscribers and visitors understand that you are offering a “premium” product or service.

Dozens of other companies may be already offering what you are advertising now; yet, quality wise, you are on top.

There is that extra special quality, which can be found nowhere else. You should know; otherwise, why would you choose a Mercedes Benz over a Ford Icon or a Hyundai?

Although it is expensive, the Mercedes Benz offers several novel and premium features, including marvelous luxury and splendid safety on the roads.

What more could any automobile driver want? The manufacturers may rightfully declare that their product has “everything you need” or “everything included.”

If people wish to avoid fatal accidents during long drives, they would do well to consider the Mercedes Benz, before narrowing down on any other choice of vehicle.

The goal here, is, safety. Similarly, you should make the power word ‘premium’ and the power phrase ‘everything you need’ an integral part of your Internet marketing tactics.

Every customer should feel that you have gone out of your way to customize your service or product in accordance with his/her specifications. Be honest always.

Your service or product may lack something in comparison to similar ones already existing in the market. What alternatives have you provided in place of the missing features or aspects?

Are they responsible for the premium quality of your products and services? Give brief and explanations that can satisfy the customer's queries. They may even be presented in the FAQs section of your website.

Notwithstanding the fact that your website offers new and premium products, you will not be able to retain your customers for long if you do not pay attention to the purchasing process.

As stated earlier, your free incentive has whetted their appetites; they would like more help in the form of other products or services.

Bearing in mind that Internet browsers are based in varied geographical locations and may not be very conversant or familiar with the English language, provide systematic instructions on how they can buy the things displayed on your web pages.

Ensure that there are appropriate links to take them directly to every web page. The title related to instructions, should contain the power word "easy."

This indicates that it is easy to purchase anything from you. Do not forget to mention the various modes of payment that are acceptable to your company.

The customer will wonder about shipping and delivery; give guidance. Then again, what are the terms and conditions related to goods damaged before shipping, or during transit?

Suppose there are no alternatives available for damaged products, how will you appease the customer?

Above all, you have to state that your products or services come with a “100% money back guarantee.”

This power phrase appeals to the masses! The virtual world abounds with fraudsters and scammers; it helps to know that your company can be trusted.

If you have had instances of returned products, please request testimonials from those customers; place them in a prominent area of your website.

This acts like a safety assurance for new subscribers. If you fail to live up to your word, they can take legal help to get back their funds. There is enough proof of what you said, on your web pages.

Another positive manipulation of the mind can be attempted via power words like “more,” “huge,” “discover,” “secret” and “instant.”

Let us suppose that you have launched your website recently and managed to acquire a few subscribers by offering a product or service as a free sample.

It is human nature to want more of the same, that is, free products or services. However, it is not possible to indulge them, for you will go bankrupt.

However, you can take recourse to a strategy that will be of mutual benefit. For instance, it would not be wise to allow casual visitors to browse through all your web pages at one go. Let them see the well-designed and well-presented first page only.

If they wish to see the other displays, they will have to sign up for your newsletter, free training course, updates to events, or whatever you feel is relevant, by providing an email address.

Use this user ID to begin personal communication, wherein you address the recipient by name and keep your letters to the point.

Remember the importance of focusing on YOU. Convince them that you are offering “more” than your competitors are.

They can comprehend for themselves by viewing all the pages on your website. In order to do this, they will need to register themselves officially on your website; no fees will be charged.

The registration process is meant for acquiring a few details related to age, gender, etc. You do not wish to intrude upon their privacy, but ensure that the goods or services that you are providing are apt for their wants or needs.

After all, each individual is different. Give the assurance that you will not share their personal information, however little it might be, with a third party. Now that this part is clarified, your list of subscribers is bound to grow.

You cannot afford to give away something free once again, but surely, you can manage a “huge” discount on the very first purchase?

Yes, this discount is not going to make you rich; instead, it may end up making you feel slightly poorer.

Do not give it too much thought, for you will make up for your losses by attracting more and more traffic to your website via a generous attitude.

Try something like, “Get more from my website by signing up. You will discover a huge discount on _____ (product or service), which can help you achieve your life’s goal. It is available for a limited time only.”

The term ‘discover’ implies that there is something new that the subscriber has never tried out before. As for life’s goals, everybody is waiting to discover the secrets to success.

Hence, you may even insert the power word “secret” into your advertisement. You can be sure that people will respond, especially if they are convinced that this is the best deal that they have received in a long time.

Furthermore, they will appreciate your willingness to share your knowledge with them. In case, the discounted material is related to literature, ensure that the download is “instant.”

As soon as the customer pays for it, he/she should be able to access it immediately and easily. Over time, your honesty and dependability will convert casual visitors to regular subscribers, and regular subscribers to loyal customers.

Chapter 5 - Miscellaneous Power Words for Internet Marketing

Obviously, you cannot use every single word in the literature highlighting your product or service.

You will have to make your selection, based on the kind of services or products you are offering the public.

You have to customize your language in accordance with your marketing strategy.

Make your suggestions in a subtle manner or robust manner as the situation demands, but do not overdo it.

Now, apart from the ones mentioned above, a few other power words can prove extremely useful for Internet marketing. One of them is “powerful.”

This is highly applicable to all kinds of appliances, gadgets, devices and machinery.

Similarly, it can be used in association with services, or your business itself.

Let the world become acquainted with the strength of your business initiatives, as well as your products or services.

Just imagine that you are promising to release a floor tile cleaner that can get rid of all kinds of stains and grout within a short time.

Homemakers and domestic helps, who have been struggling with maintenance of clean floors, are going to be extremely happy.

In fact, they will have nothing to lose if you offer a sample trial at the beginning.

Similarly, they have everything to gain, if the product proves successful; you can expect bulk sales soon enough.

Admittedly, you will not offer your target audience a product that you have not tried yourself.

Otherwise, you would be cheating your customers.

Therefore, insert power words like “safe” and “proven” into the content matter displayed on your website.

By using the word, 'safe', you wish to indicate that the cleaner has no adverse effects on hands, clothes, or tiles.

By using the word, 'proven', you wish to advertise that you have used it yourself and found it effective. If there are others who have tried the novel cleaner too, invite their testimonials.

Do remember that no one wants to be used as a guinea pig for an experiment.

People are only convinced by the words and experiences of others.

Maybe, you could have a short article on how to clean tiled floors with the help of your new product. Add relevant images; they are more meaningful to the reader.

People love "How to" articles; that is why, Wiki How is so popular.

Additionally, offer a home demonstration for those, who are interested in knowing more about the product.

This would be a service. Hence, you would be combining product and service into a whole package.

Of course, the personal demonstration at home is possible only when the customer and you reside in the same city.

Otherwise, you may upload an audiovisual on your website, depicting a detailed demonstration.

Show yourself, as you explain what is happening. This should give enough confidence to customers to purchase your products and services.

You could even stress on the power word “save.” People are always looking for ways to save on money, time and effort.

Explain to them that you can help them to save in several beneficial ways.

If they feel that your information makes sense, they will purchase what you are selling them without the slightest hesitation.

It would be worthwhile to utilize sentences like, “You need never worry again,” “You can stop overpaying,” and the like, in your advertisements or articles.

“Never” is a power word, that acquires greater meaning when combined with “save.”

In case, you are convincing customers to purchase products or services that are linked to monetary benefits, or simply, money, you might want to emphasize on the power word “wealth.”

You are well aware that the mere mention of wealth can make the eyes sparkle!

Hence, tell your customers that you have become rich; you would like them to become rich too.

After a few months have gone by, you may create a blog or forum for your customers. Invite them to share their opinions and feedback about the products or services they have received thus far.

After a couple of years, you may initiate a special club for those, who have been your loyal customers for a long time.

They have believed in your services or products, purchased them, and talked about them. They have even used the referral page to their advantage.

Therefore, they can be considered to belong to an “elite” club. Mention the details of the club and even list the names of members associated with it.

Newcomers may be tempted to work hard and join this club as soon as possible.

“Elite” is a power word that grabs the attention of people very quickly.

You might even offer extra discounts, holiday trips after winning competitions launched by you, and so on.

Admittedly, every day becomes a learning experience for you.

Compile your day-to-day events in a journal.

Sometime in the future, you might create an e-book related to successful strategies for Internet Marketing.

You could even provide real-life experiences of how you used various power words to the best advantage.

A seemingly insignificant word can prove to be an excellent power word when added to the title.

Do you know what the word is?

It is **“the.”**

For instance, compare these two titles:

“Four Solutions to Cleaning Tiles Successfully”

“The Four Solutions to Cleaning Tiles Successfully”

Did you notice the difference?

The former suggests that these are not the only solutions; there are several others too.

The skeptical customer may even feel that your knowledge is limited.

Can you be sure that he/she will purchase your e-book?

No, you cannot!

On the other hand, the latter title suggests that you have the best remedies for a nagging problem; tiles can be cleaned only in these four ways.

Thus, you come across as a successful troubleshooter, who can handle any kind of issue successfully.

On the next page, I will share with you a list of power words you can use to help make your sales page or articles get you more sales or more sign ups, if used correctly.

I will also give you some examples to use in your Headlines.

Chapter 6- Power Words List & Headline Examples for Internet Marketing

186 Power Words For Selling

Source: <http://www.freereports.net/powerwords.html>

free	sale	new
professional	guaranteed	special
tested	improved	immediately
limited	simplistic	powerful
big	popular	exclusive
valuable	how to	endorsed
unlimited	discount	fundamentals
under priced	suddenly	perspective
launching	skill	reduced
better	shrewd	enormous
spotlight	useful	survival
largest	colossal	now

unlock	fortune	authentic
announcing	huge	gift
introducing	practical	focus
wanted	absolutely	lowest
interesting	challenge	lifetime
highest	expert	advice
the truth about	compare	colorful
affordable	ultimate	willpower
attractive	easily	approved
competitive	full	mammoth
innovative	it's here	just arrived
sure fire	soar	beautiful
crammed	growth	promising
astonishing	imagination	greatest
high tech	latest	important
urgent	amazing	exciting
portfolio	revealing	sensational
excellent	remarkable	obsession
surging	revisited	unique
bargain	hurry	daring
pioneering	destiny	unsurpassed

genuine	informative	mainstream
complete	last chance	exploit
quality	gigantic	love
lavishly	reliable	terrific
breakthrough	emerging	profitable
sampler	noted	luxury
unconditional	timely	bonanza
security	refundable	quickly
revolutionary	personalized	miracle
magic	proven	reward
weird surprise	delighted	simplified
confidential	sizable	wonderful
delivered	secrets	scarce
alert	famous	strong
unusual	outstanding	energy
instructive	liberal	rare
edge	superior	unparalleled
fascinating	compromise	odd
bottom	line	zinger
tremendous	helpful	special offer
technology	selected	sturdy

wealth	successful	opportunities
monumental	startling	quick
last minute	easy	direct
simple	strange	value
insider	download	Information City

Headline Examples

“How To Make \$50-\$100 A Day Selling Strange Things From Your Garage”

“10 Ways To Profit From Facebook Without Spending A dime”

“What Everyone Ought To Know About Creating A Solo Ad Before Spending One Red Cent”

“Who Else Wants To Make \$100 A Day Doing Literally Nothing”

“How To Start Your Own Online Business Without Spending Any More Money Than You Already Are”

Chapter 7- Headline Formulas for Internet Marketing

1. How to yay without boo.
2. X ways to Y in Z.
3. What everyone ought to know about X.
4. Who else wants to X?
5. How to...

Use these techniques and it will sure give you some big advantages over your competition.

Till next time,

Ronnie Rokk Smith



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